

BACK ON TRACK Team
August 2, 2004

Present were: Jeff Walters, Community Partner, Kate Speck PrairieLands ATTC, Deb Hammond, Choices, Jerome Barry, Independence, Jay Conrad, Houses of Hope, Pat Holmquist, Lutheran Family Services, Rod Bowder, Valley Hope, Teri Vosicky, LCAD, Mike Losee, Snitily Carr.

- 1) Introductions and Agency Announcements; Deb Hammond from The Choices program was introduced. Fundraiser LFS, Valley Hope Fun Run, Community Health Note – Salt Dogs, Bryan LGH Kids Fair, September Series, Healing Stigma of Addiction: Opiate Dependence, CenterPointe, New Clinical Director, Dr. Pasitim, Open.
- 2) Next meeting: September 13 at 1:30 at Snitily Carr, then October 4 at 1:30.
- 3) Check out BACK ON TRACK's "DATA TOOL" supplied by Demand Treatment! It's at <http://www.jointogether.org/DTmanagement/login/> You can enter data – Otto has user name and password.
- 4) Marketing:

Advertising copy: Images of people in place of DNA Strand with "Treatme – Treat me like a person – just treat me. Proposed copy: Broad Approach:

Man in 40's MA in Economics, wife and Kids/ Addiction/ I have hope
Woman in 20's – Parents love me, acc to U/ depression/ addiction – I have hope.

Next Steps: How will this be executed: print, TV, Bus Ads, Theatre ads, posters, radio. List of tactics. Get funding posters, radio. List of tactics. Get funding.

- i) Brochure and Letterhead are close to being finished.
- ii) Proposed domain name for BACK ON TRACK LancasterBAckontrack.org.
- iii) Rough draft of marketing plan

5) Recovery Advocacy Efforts

The Media Event team is being reactivated with Brendan Evans, Ron Namuth, Jay Conrad, Deb Hammond, Teri Vosicky and Topher Hansen. They will meet at Snitily Carr on August 16 at 1:30 to plan for an event during Recovery Month (September).

6) Screening and Brief Intervention

- i) Nebraska Medical Association Summer Issue generated lots of discussion.
 - ii) Robin Mahoney wanted to learn more about SBI and the 211 system.
 - iii) Program with Head Start Staff (not Free To Grow) is moving ahead. We will be training the supervisors on September 9, then staff at subsequent trainings.
 - iv) People for Chicago trip on SBI's - There are four slots. Otto has gleefully accepted one of them. Carol Girard recommends Kit Boesch. Since NIDA is paying for much of the program, Join Together promised they'd get physicians. We will try for Joe Rogers or someone from LMEP plus one nurse. Topher and Otto will continue to work on finding individuals for this trip. We have already submitted our "Lessons Learned" for this meeting.
- 7) SCIP Evaluations Committee - Jerome/Rod (At their subsequent meeting this committee decided that providers will be doing brief screenings by either using a computerized format such as Teen Screen or some other form and providers will set a limit on the number of screenings they will do per month or year.
- 8) Sustainability Committee - Financial Stability Team will have its initial meeting on September 8. Kate Speck and Dennis Svoboda have volunteered to participate from BACK ON TRACK. Also, Dannie Elwood of BryanLGH will be participating.